



Application Form

➔ About CO-EXist

The Colorado International Trade Office (ITO), a division of the Colorado Office of Economic Development and International Trade, in partnership with the International Trade Administration (ITA), has created the **CO-EXist** program (Colorado Export of Innovative and Sustainable Technologies) to help develop markets in China and Mexico for Colorado exporters of cleantech products and services. The ITA is represented in Colorado by the U.S. Export Assistance Center of Denver (USEAC-Denver) and in foreign countries by the U.S. Foreign Commercial Service. China and Mexico were selected based on market demand and other competitive factors that give Colorado companies an advantage for achieving export sales.

Through CO-EXist, the ITO is able to offer assistance to qualifying Colorado companies including:

- One-on-one export counseling through the ITO and USEAC-Denver
- Customized market research through the ITO, Colorado's Trade Representative in Mexico, and the U.S. Foreign Commercial Service
- Matching travel funds for up to 10 companies to attend Green Expo in Mexico, including up to 50% of the cost of hotel and airfare
- Matching travel funds for up to 10 companies to attend CIEPEC in China (in 2011 only), including up to 50% of the cost of hotel and airfare
- Shared booth space at the CIEPEC (China) and Green Expo (Mexico) trade shows at no cost
- Pre-screened, one-on-one business appointments with potential buyers and/or distributors
- Financial assistance for legal counseling, translation, manufacturing assessments, due diligence, and other technical assistance (Please see Appendix 1 on page 6.)
- Participation in Colorado-based programs hosting foreign buyers from China and Mexico

CO-EXist is a three-year program that will run from January 2010 through December 2012. Companies may apply throughout the three-year program to participate in the outgoing tradeshow, incoming buyer visits, and/or to receive funding for technical assistance for Mexico and/or China. Companies will be selected for funding based on their demonstrated readiness to export and by the defined eligibility requirements. "Participant" is defined as a company, not an individual member employee of a company.

The program is funded by the ITO and ITA, and receives in-kind support from the following partners:

- The U.S. Export Assistance Center, Denver (USEAC-Denver)
- Colorado Association for Manufacturing and Technology (CAMT)
- Connected Organizations for a Responsible Economy (CORE)
- The Colorado Cleantech Industry Association (CCIA)
- The City of Denver
- The World Trade Center-Denver

→ Participant Eligibility

1. Product or service to be exported must be defined as a “cleantech” or “environmental” sector product/service. Examples of this include: water/wastewater treatment, air pollution control, soil remediation, waste management, renewable energy, energy efficiency, recycled content, etc. Please contact the ITO if you are not sure whether your product/service qualifies.
2. Company must have a Colorado presence and be registered and in good standing with the Colorado Secretary of State.
3. Company must be export ready. Export readiness is evaluated based on the company’s ability to meet new customer demand, provide any necessary customer service to foreign buyers, and meet any applicable export regulations and/or certifications that may be required to sell the product or service in the target market.
4. Product or service to be exported must have >50% U.S. content
5. Company should already produce the product or service that is to be exported, and a description of the product/service to be exported should be provided.
6. Preference will be given to new, qualified applicant companies for subsequent CO-EXist events.
7. No third party representatives may apply.

→ Application Requirements

Applications will be accepted on an on-going basis up until the deadline indicated for each trade show. To apply, please complete this Application Form, and send application materials to the Colorado International Trade Office, 1625 Broadway, Suite 2700 Denver, CO 80202, Attn: CO-EXist Grant Administrator. You may also fax materials to 303-892-3848 or email them to Jorge.Diaz@state.co.us. Please call 303-892-3850 to confirm receipt of your application.

→ Responsibilities

1. Participants will be required to work with the ITO and USEAC-Denver in order to establish pre-departure goals. ITO will counsel the participants on the export market they will be exploring. For those outside of the Denver Metro area, a conference call may be scheduled in lieu of an in-person appointment. Export counseling appointments typically last 45-60 minutes.
2. Participants will be required to provide receipts or other proof of payment for expenses covered by the grant. Expenses should be fair and reasonable, and the ITO and ITA reserve the right to determine what expenses will be covered by the grant. Participants should contact the ITO if there is any doubt regarding what expenses will be covered.
3. Companies are required to report their program-related export successes to the ITO and ITA. Such reporting provides valuable information that allows the ITO and ITA to continue funding export promotion projects such as CO-EXist. The following information is requested from program participants through periodic ITO surveys and is maintained confidential*:
 - a. Number of export-related agreements you sign, such as a distributor or agent agreements
 - b. Dollar value of any exports
 - c. Value of export-related investments you make in the target country
 - d. Number of jobs created or retained at your company as a result of new export sales
 - e. Your company’s export profile (new-to-export; new-to-market; increase-to-market)
 - f. Quality of the service you received
 - g. Any other developments such as avoided loss of sales, trade complaints resolved, better understanding of product regulations or attainment of certifications.

****The information collected from participating companies will be collected and used by the ITO and USEAC-Denver for internal reporting purposes only. Any reporting of export sales will be done in aggregate, without naming individual companies.***

Key Dates

March 1-4, 2010	CORE's Sustainable Opportunities Summit; incoming buyer delegations from China and Mexico
June 30, 2010	Applications due for participants wishing to attend Green Expo 2010 (Mexico)
September / October, 2010	Green Expo 2010 Expo and Conference (Mexico)
February 28, 2011	Applications due for participants wishing to attend CIEPEC 2011 (China)
June, 2011	CIEPEC 2011 Expo and Conference (China)
June 30, 2011	Applications due for participants wishing to attend Green Expo 2011 (Mexico)
September / October, 2011	Green Expo 2011 and Conference
March, 2012	Participation in CORE's Sustainable Opportunities Summit; incoming buyer delegations from China and Mexico
June 30, 2012	Applications due for participants wishing to attend Green Expo 2012
September / October, 2012	Green Expo 2012 Expo and Conference

➔ Your Company's Information

*By signing and submitting this application, the applicant certifies that the company requesting grant funds will fulfill the qualification requirements and responsibilities listed in the previous pages. Applicants are asked to complete and submit the enclosed application form (**12 questions in total**):*

Company Name:

Address:

Name and Title:

Direct Phone:

Fax:

E-mail Address:

Website:

Signature:

Date:

1. Please indicate which program activities you would like to participate in:

- ☐ Green Expo, 2010 (Mexico)
- ☐ Green Expo, 2011 (Mexico)
- ☐ Green Expo, 2012 (Mexico)
- ☐ CIEPEC, 2011 (China) – *please note, CIEPEC is a bi-annual show*
- ☐ Technical Assistance (*see attached menu of services available*)
- ☐ Program activities for visiting buyer delegations from China and Mexico (2010 and 2012)

2. Description of the product and/or service to be exported and explanation of how it qualifies as “Cleantech” or “Environmental”

3. Brief statement of your company’s export goals and experience. Has your company exported before? If so, to which countries?

4. Brief statement on how China and/or Mexico fit into your company’s larger export strategy

5. Steps the company has taken to prepare for new export sales in China and/or Mexico

6. Please describe your company’s presence in Colorado. Are you headquartered here, have a manufacturing operation, subsidiary, other (please explain)?

7. How many employees does your company have globally? _____ In Colorado? _____

8. How will the company create and/or retain jobs in Colorado by expanding export sales through CO-EXist?

9. Does your product contain >50% U.S. content (Y/N)? _____ Please contact the ITO if uncertain.

10. Do you know if you need a U.S. export license or certification to export your good and/or service?

11. If you are requesting grant funding for technical assistance, please describe in some detail what service(s) you require. Please also list the estimated cost(s) of the service(s) in the table provided. (Please see Appendix 1 for additional information.)

Expense 1:	\$
Expense 2:	\$
Expense 3:	\$
Total in U.S. Dollars	\$

12. If you require export services outside of the program that we have outlined (and apart from what is listed on the attached "Menu of Services"), please list and describe the service(s) and the estimate cost for consideration.

Any additional information pertinent to this application may be attached as a Microsoft Word document or in PDF. Please include no more than one additional page.

➔ Appendix 1: CO-EXist Technical Fund

The Colorado International Trade Office has put together a Technical Assistance Fund under the CO-EXist program. The purpose of this fund is to assist Colorado exporters to execute their export once they have identified a potential buyer in the Chinese or Mexican market. Any company that qualifies for CO-EXist may access these funds. Individual companies may request up to \$2,500 reimbursement for costs incurred to complete an export sale. A one-to-one dollar cash match is required of the company. Please note that other components of the program offer extensive marketing support; therefore, support under the Technical Assistance Fund is specifically targeted to assist a company in the final execution of an export sale. Upon approval, reimbursement requests for technical funds will be honored in the order in which they are received until the fund is exhausted.

Exporting can lead to additional costs that should be factored in to each sale. Whether it is legal, technical, accounting, due diligence or other requirements specific to a market, these items can add unanticipated costs. It is the goal of this program to ensure that companies understand these requirements and to assist them in meeting them in order to achieve an export success.

The following is a list of services that the ITO and its CO-EXist partners have identified as being eligible for technical assistance funds. Services include but are not limited to:

- Legal fees to assist with contracts, intellectual property protection or other legal questions that may arise
- Due diligence and/or credit reviews on potential buyers and distributors
- Capacity planning and design and engineering support for export sales
- Country requirements for labeling/packaging/shipping
- Contract translation and translation of other official documents
- Quality or environmental certifications
- Product registration
- Product documentation, assembly and/or maintenance instructions